

Message Text

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ORIGIN ARA-20

INFO OCT-01 ISO-00 EB-11 SCI-06 EPA-04 COME-00 HEW-08

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9/7/73 EXT. 28396

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FM SECSTATE WASHDC

TO AMEMBASSY QUITO

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E.O. 11652: N/A

TAGS: ETRD, TGEN, EC, US

SUBJECT: CHANGE IN LABELING REGULATIONS FOR PYRETHRIN
INSECTICIDES

REF: QUITO 2073, 3689 (1972) AND 3378 (1972)

1. SUMMARY. EMBASSY IS REQUESTED TO ADVISE GOE OF DECISION
BY ENVIRONMENTAL PROTECTION AGENCY (EPA) TO PROHIBIT "NON-
TOXIC" LABEL FOR PYRETHRIN-BASED INSECTICIDES. END SUMMARY.

2. EPA HAS ADVISED DEPARTMENT THAT IT IS PREPARED TO
APPROVE WITHIN NEXT FEW DAYS RULING (COPY BEING POUCHED)
PROHIBITING INSECTICIDE MANUFACTURERS FROM MAKING SUCH
CLAIMS AS "NON-TOXIC" OR "NON-TOXIC TO HUMANS AND PETS" ON
LABELS OF THEIR PRODUCTS. RULING, WHICH AFFECTS PRIMARILY
INSECTICIDES CONTAINING PYRETHRINS, IS EXPECTED TO BE
PUBLISHED IN FEDERAL REGISTER SOME TIME AFTER SEPTEMBER 13.

3. IN DEVISING NEW LABELS FOR PYRETHRIN INSECTICIDES MANU-
FACTURERS WILL BE GOVERNED BY GENERAL RULE THAT INFORMATION
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ON INSECTICIDE LABELS MUST BE BASED ON WARRANTED CLAIMS

WHICH HAVE BEEN CERTIFIED BY EPA. FOR PURPOSES OF INDICATING RELATIVE SAFETY, EPA CURRENTLY PERMITS LABELING IN THREE BROAD CATEGORIES USING SIGNAL WORDS RANGING FROM "CAUTION" (LEAST HAZARDOUS) THROUGH "WARNING" TO "DANGER" (MOST HAZARDOUS). INSECTICIDES CONTAINING PYRETHRINS WILL BE ALLOWED TO USE "CAUTION" LABEL, WHICH WILL PROVIDE BASIS FOR DIFFERENTIATING THEM FROM POTENTIALLY MORE HAZARDOUS INSECTICIDES WITH "WARNING" OR "DANGER" LABELS. IN ADDITION, LABELS FOR PYRETHRIN INSECTICIDES MAY BEAR ANY OTHER INFORMATION WHICH CAN BE SCIENTIFICALLY SUBSTANTIATED CONCERNING THEIR TOXICITY OR OTHER CHARACTERISTICS. FOR EXAMPLE, IT MIGHT BE POSSIBLE TO INCLUDE APPROPRIATE INFORMATION REGARDING THE ORGANIC PROPERTY OF NATURAL PYRETHRINS AS A MEANS OF INCREASING THE MARKET APPEAL OF THESE PRODUCTS.

4. EMBASSY IS REQUESTED TO PASS ABOVE INFORMATION TO GOE AT APPROPRIATE LEVEL STRESSING THAT WE ARE PROVIDING ADVANCE NOTICE OF THIS CHANGE IN REGULATIONS IN VIEW OF INTEREST EXPRESSED BY GOE AND ECUADOREAN PRODUCERS. FYI. OUR INFORMATION IS THAT ECUADOREAN SALES OF PYRETHRUM EXTRACT IN U.S. ARE VERY SMALL (TOTAL VALUE ABOUT 110,000 DOLS IN 1972) RELATIVE TO OTHER PRODUCERS SUCH AS KENYA AND ARE SMALL SHARE OF TOTAL ECUADOREAN PRODUCTION, MOST OF WHICH GOES TO OTHER LAFTA COUNTRIES. IN LAST FEW YEARS, SYNTHETIC PYRETHRINS HAVE BEEN DEVELOPED WHICH ACCORDING TO TESTS ARE OF THE SAME ORDER OF TOXICITY AS THE NATURAL PRODUCTS. SYNTHETICS HAVE NOT CARRIED "NON-TOXIC" LABEL; BUT HAD THAT LABEL BEEN RETAINED, EPA WOULD HAVE HAD TO GIVE SERIOUS CONSIDERATION TO ALLOWING THE SYNTHETICS TO USE IT. SYNTHETIC PYRETHRINS WILL, LIKE NATURAL PRODUCTS, CARRY LABELS IN "CAUTION" CATEGORY. END FYI. RUSH

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